



NEWS RELEASE

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ANITA MOELLER, EXECUTIVE DIRECTOR OF LOWELL-BASED ACRE FAMILY DAY CARE, WINS SBA AWARD

BOSTON – Anita Moeller, Executive Director of Acre Family Day Care in Lowell, has been named the 2003 Massachusetts Home-Based Business Advocate by the U.S. Small Business Administration (SBA) according to an announcement made by Elaine Guiney, Massachusetts SBA Director.

The Home-Based Business Advocate Award is presented annually to an individual who has experienced the rewards and difficulties of home-based businesses and has worked to improve the climate for these businesses. Evaluation criteria for this award include: engaging in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses; and measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

“The SBA Advocate awards honor the best small business has to offer, and Anita Moeller is an outstanding choice,” said SBA Regional Administrator Jeffrey Butland. “This is an outstanding testimonial, not only to her accomplishments, but to her commitment and dedication to small business success and community service as well. I join my SBA colleagues in congratulating Anita on this significant achievement.”

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Anita Moeller founded Acre Family Day Care in 1988 in response to research showing two related community needs: child care and jobs. The research group concluded that it would be better to train local residents to work as home-based child care providers than to open a child care center. Acre Family Day Care trains women to run family child care businesses in their own homes, and provides ongoing administrative support, continuing small business and child development education, and child care referrals.

“Anita Moeller’s vision has led to local and national recognition,” said Guiney. “She has created a distinctive organization that approaches child care not just as child care, but as a holistic and culturally-appropriate vehicle for economic development in low income communities.”

Moeller will be honored at an awards luncheon at the Boston Marriott Copley Place at noontime on September 12, 2003. The Massachusetts Small Business Person of the Year, Holly Safford, President of The Catered Affair in Hingham, will be honored along with other small business advocates from throughout the commonwealth. The event is open to the public and those interested in attending should contact Christine Carter at SBA at 617-565-5560.

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For more information about all of the SBA’s programs for small businesses, call the SBA Answer Desk at 1-800 U ASK SBA or TDD 704-344-6640, or locally at 617-565-5590 or visit the SBA’s extensive Web site at <http://www.sba.gov>.